

Home Furnishings Calendar 1947

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

ABOUT THE CALENDAR

HOME FURNISHINGS CALENDAR lists and clears dates of all news-worthy events in the home furnishings, housewares and interior decorating fields. It lists press previews, trade exhibits, introductions of new lines and other events which have home furnishings significance. It is published weekly on Thursday.

HOME FURNISHINGS CALENDAR
6 WEST 52ND STREET
NEW YORK 19, N. Y.
ELdorado 5-7259

Deborah Flynn - editor

Alice Hughes - associate editor

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING THURSDAY, DECEMBER 11, 1947

Thursday December 11 12:30 P.M. Luncheon	"EUROPEAN RECOVERY AND WORLD TRADE" William Clayton, former Undersecretary of State, will speak on "European Recovery and World Trade" at the annual luncheon given by the A.B.O., Inc. Leading store and industry heads will attend. <u>Admission by invitation only.</u> Contact: Charles E. Harner, CH. 4-8780.	ASSOCIATED BUYING OFFICES, INC.	HOTEL PENNSYLVANIA ROOMS 111 - 112
Thursday December 11 12:30 P.M. Luncheon	SALES PROMOTION DIVISION MEETING "The New Look in Commercial Art--Current Fashions or Trends in Drawing and Photography for Advertising and Editorial." Moderator and Emcee: Paul Smith, President of Art Directors' Club and Art Director of D'Arcy Advertising Company, will call on a panel of guest artists, photographers and art directors. Price: \$3.10 for members; \$3.50 for guests (including tax and tip). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday December 11- February 1 1:00 P.M.- 5:00 P.M. Daily except Sunday Going On	EXHIBIT: ASIATIC RUGS, FURNITURE, ART Open to the public for the first time, the galleries display examples of the arts from all parts of Asia. Some of the Museum pieces, Chinese, Indian and Persian rugs, ceramics, paintings, sculpture, vases, lamps, textiles date back to B.C. Shown for the first time in this country is a huge Mongol carpet exhibited in 1926 at the Berlin Chinese Exhibition and in 1932 at the London Royal Academy Exhibition, believed to be the oldest Chinese carpet in existence. Publicity: Lucy Kent, RE. 7-7400.	ASIA INSTITUTE ART GALLERIES	7 EAST 70TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday December 11 6:30 P.M. Dinner	DISCUSSION OF FABRICATED PLASTICS "What the retailer wants from fabricated plastics"--will be the subject of a speech by Ephraim Freedman, director of Macy's Bureau of Standards, at the dinner given by the Society of the Plastics Industry. The speaker will cover the merchandising aspects of plastics. Trade by invitation. Publicity: Mr. Phurstan, MU. 6-1490.	SOCIETY OF THE PLASTICS INDUSTRY	ADVERTISING CLUB 23 PARK AVENUE
Thursday December 11 6:30 P.M. Cocktails and Dinner	OPENING EXHIBIT: "IS ARCHITECTURE SCULPTURE?" Dinner meeting of the League to open an exhibit of architectural sculpture, "Is Architecture Sculpture?" Exhibit will include models of sculpture designed to complement architectural styles, photographs of historical buildings containing architectural sculpture and examples of modern buildings constructed without sculpture. Dinner meeting open to members of the League and guests. Exhibit open to the public Friday, December 12, through Friday, January 2, from 10:00 A.M. to 6:00 P.M. daily. Contact: Daniel Schwartzman, LO. 5-6616.	ARCHITECTURAL LEAGUE	115 EAST 40TH ST.
Thursday December 11 7:00 P.M. Dinner	"THINGS AN INDUSTRIAL DESIGNER SHOULD KNOW ABOUT PUBLIC RELATIONS" Edward L. Bernays will speak on "Things an Industrial Designer Should Know about Public Relations" at this dinner meeting of the society. The speaker, instrumental in creating the public relations counsel profession, is the author of numerous books on the subject. Open to members and guests. Price of dinner, including tip, \$3.50. Contact: Society of Industrial Designers, 48 East 49th Street, PL. 3-8356.	SOCIETY OF INDUSTRIAL DESIGNERS, EDWARD L. BERNAYS	LA SALLE DU BOIS 36 EAST 60TH ST.
Thursday December 11 Going On	EXHIBIT: ONE OF A KIND SIGNED CERAMICS First showing of newly arrived original pieces by famous artisans of APEM (Artigianato Produzione Esportazione Milano). Ann Roberts' new collection includes such subtly humorous pieces as the "Girl's Choir" by Martini, a colorful seven piece "Celestial Orchestra" by Parini and handpainted tables, mirrors, chandeliers. Open to press and decorative trade. Contact: Ilka Dickenson, CI. 6-4340.	ANN ROBERTS	4 WEST 56TH STREET 2ND FLOOR SHOWROOM
Thursday December 11- December 13 Going On	SHOWING OF FRENCH BRONZES George Jensen will present a collection of 25 modern French bronzes just arrived from Paris. The figures by young French masters are especially adaptable as home furnishings. Open to the public. Publicity: Irene McCallum, EL. 5-6630.	GEORG JENSEN, INC.	667 FIFTH AVENUE
Thursday December 11- December 31 Going On	EXHIBIT OF CRAFTS FROM JERUSALEM Exciting new murals and textiles, ceremonial work and Hebrew lettering done by arts and crafts students from the New Bezalel School in Jerusalem are being shown all of December under the sponsorship of Palestinian Institutions to raise funds for similar schools in the Holy Land. Open to public Monday, Wednesday, Friday, 11 A.M.-5 P.M.; Tuesday, Thursday, 2 P.M.- 5 P.M. Contact: Rose Feitelson, SA. 2-2482.	AMERICAN FUND FOR PALESTINE INSTITUTIONS	JEWISH MUSEUM 1109 FIFTH AVENUE

DATEWHAT'S GOING ONGIVEN BYWHERESPECIAL CHRISTMAS STORE SERVICES

Thursday December 11- December 24 Going On	"MAKE YOUR OWN XMAS GIFTS" COURSE Gimbel's offers a course in ceramics and oil painting for those wishing to create original gifts...After the first lecture students are able to begin work by themselves, under teacher's supervision. Classes in Ceramics: Sat., 11-12 Noon; 3-4 P.M. Monday through Thursday, 2-3 P.M. and Thursday, 7-8 P.M. Classes in Oil Painting: Daily except Wednesday; 9:30 A.M. to 6 P.M. Price of tuition is the cost of beginner's kit which includes clay, tools, primer, etc. Gimbel's has its own firing kiln. Tuition for painting class is cost of materials purchased at Gimbel's. Contact: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBEL BROS.	33RD ST. & BROADWAY 4TH FLOOR
Thursday December 11 Going On	NEW KIND OF TOY SHOPPING SERVICE Miss Kristine Kringle, stationed on Macy's toy floor, tosses competition aside and counsels customers who cannot find the gifts they desire at Macy's, how and where to find them elsewhere at other stores. Miss Kringle will telephone around until she locates the sought-after gift, and will even place C.O.D. orders. This holiday spirit may have been inspired by Santa Claus Edmund Gwenn in "The Miracle on 34th Street." He told customers when they couldn't find what they wanted at Macy's, they might locate it at Gimbel's. This Macy service is open from noon to 4 P.M. daily and until 6 P.M. nights when the store is open till 9 P.M. Publicity: Doris Norman, CH. 4-2000, Ext. 2554.	R. H. MACY, INC.	34TH ST. & BROADWAY 5TH FLOOR
Thursday December 11- December 31 Going On	EXHIBIT OF ILTON TREASURES, PAL PORTRAITS Gimbel's will show the Paul I. Ilton collection of archeological treasures along with oil portraits by Fried Pal. A number of the antiquities in the Ilton collection date back to Biblical times. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	GIMBEL'S ART GALLERY BROADWAY & 33RD ST.
Thursday December 11- February 1 Going On	HALF CENTURY OF JO DAVIDSON SCULPTURE A plastic history of the past 50 years told in portrait busts, statues and monument sketch models by the world-famous Jo Davidson, sculptor of illustrious personalities, such as G. B. Shaw, F. D. Roosevelt, Helen Keller, Henry Wallace, and others.	NATIONAL INSTITUTE OF ARTS AND LETTERS	AMERICAN ACADEMY OF ARTS AND LETTERS 633 WEST 155TH ST.
Just Published	"PRIME ANTIQUES AND THEIR CURRENT PRICES" "Prime Antiques and Their Current Prices" is a detailed study, with illustrations, of 1,000 antiques in furniture, decorative accessories, silver, pewter, paintings and other categories, sold at auction in the New York market, 1946-1947. It is a reference book for current market values of antiques, prepared under the editorship of Thomas Hamilton Ormsbee, founder and editor of "The American Collector". Price \$15.00. Available to trade only. Contact: MU. 4-2630.	ROBERT M. McBRIDE & COMPANY	200 EAST 37TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday December 12 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW; EXHIBIT OF PAINTINGS Barbara Schwinn, one of the best-known and highest-paid illustrators for Cosmopolitan and other magazines, is inviting the press to a preview of her paintings. The exhibit opens to the public on Saturday, Dec. 13. Contact: Barry Stephens' Gallery, EL. 5-7336.	BARBARA SCHWINN, NOTED COSMOPOLITAN ARTIST	BARRY STEPHENS' GALLERY, 247 PARK AVE.
Sunday December 14 4:00 A.M.- 2:00 P.M. Breakfast	PRIVATE SHOWING OF NEW FURNITURE "James Mont is Pregnant Again" and announces he will present over 200 new furniture babies to the press and trade in the wee hours of Sunday, December 14. The entire new line of Modern Mode Furniture will be "christened" in the Mont Showrooms at 214 East 52nd Street. <u>By invitation only.</u> Contact: EL. 5-6735.	JAMES MONT	MODERN MODE FURNITURE CO. INC.
<u>WEEK BEGINNING MONDAY, DECEMBER 15, 1947</u>			
Monday December 15	OPENING OF SHOWROOMS & SHOWING OF SPRING LINES Drapery, upholstery and linen fabrics for spring will be shown at the opening of new Barret Textile Corp. showrooms on December 15, New modern, traditional and provincial patterns will be introduced in hand printed fabrics, Batecos and "Ruff House" plastic-coated decorative fabrics. Also Barraplex (leatherette) fabrics in new grains and colors. Open to the trade. Contact: Jean Pierson, WI. 7-8662. (This opening originally scheduled for December 1.)	BARRET TEXTILE CORP.	70 WEST 40TH ST.
Monday December 15	PRESENTATION OF SPRING FABRICS Showing of spring line "Everglaze" fabric patterns. 24 new machine- printed designs on chintz and cretonne. Trade only. Contact: Herbert Hanna, MU. 4-5312.	CYRUS CLARK CO., INC.	267 FIFTH AVENUE SHOWROOMS
Monday December 15	INTRODUCTION OF NEW VINYLITE FURNITURE Sectional sofas and matching club chairs in a new Vinylite plastic from Viking Artline Corp. will be shown in nine colors. The Vinylite covering, giving the appearance of leather, is a color-impregnated plastic which will not fade. Contact: Sidney Whiteman, MU. 3-5005.	T. BAUMRITTER CO., INC.	171 MADISON AVENUE
Tuesday December 16 6:30 P.M. Cocktails 7:00 P.M. Dinner	ANNUAL TRADE DINNER Louis M. Ferraguzzi, Valley Upholstery Corp., Harry F. Hall, retiring president of the F.M.R., and Paul Tilles, vice-president of Michaels Bros., will be honored at the annual dinner given by the furniture, bedding and floor coverings division of the Federation of Jewish Philanthropies. The dinner is part of the Federation's current 15 million dollar campaign for the support of 116 social welfare institutions and hospitals. Norman L. Goetz, president of the Federation will be the principal speaker. For members of the industry. Price of dinner: \$6.50. Publicity: Henry Schapper, BR. 9-7130.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday December 17 6:00 P.M. Cocktails; 7:00 P.M. Dinner	DINNER- DANCE Speakers at the dinner, to be given by the Linen Trade Association and the Linen and Domestic Buyers Club of America, honoring Milton Spier, sheet merchandiser of Macy's, New York, will be: Henry Witte, vice-pres. of Macy's; C. F. Broughton, pres. of Wamsutta Mills; Stanley Phillips, vice-pres. of Cannon Mills; Donald Tansill, vice-pres. of Pepperill Manufacturing Co.; Samuel Trepner, Buyer for Gimbel's and Saks Fifth. Henry Reimer will emcee. Arthur Murray dancers will lead off in a "Champagne Rumba Contest". Music by: Meyer Davis. Open to trade. Price of tickets: \$12.50 per person, tax and tip included. Contact: Jack Fox, CH. 2-2513.	ALLIED LINEN AND DOMESTIC TRADES	HOTEL COMMODORE GRAND BALLROOM
Thursday December 18 3:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF ART DIRECTORS EXHIBIT Press opening of the "Annual Winter Exhibition" of hobby art by members of the Art Directors Club. Members work includes paintings, drawings and photographs and their press showing will be held in conjunction with the annual Christmas party of the Club. Press by invitation. Exhibit opens to the public Friday, December 19, and will continue through Friday, December 26. Publicity: Harry O'Brien, O'Brien and Dorrance, PL. 5-4911.	ART DIRECTORS CLUB	ARCHITECTURAL LEAGUE MAIN GALLERY
Friday December 19 4:00 P.M.- 7:00 P.M. Cocktails	OPENING OF NEW STUDIO & SHOWING OF ORIGINALS Showing for press and trade of Tammis Keefe originals at the opening of the designer's new studio. Coordinated fabrics and wallpapers will be shown, along with designs created for Goodall Fabrics, Inc., Katzenbach & Warren and United Wallpaper Company. By invitation only. Contact: GR. 7-8150.	TAMMIS KEEFE	50 EAST 10TH STREET
Friday December 19- December 29	EXHIBIT OF PRIZE ARCHITECTURAL PLANS Showing of the architectural plans awarded prizes in the 1946 California-American Institute of Architects Competition. This travelling exhibit, which will be shown in New York for the first time, will be open to the public daily from 10:00 A.M. to 6:00 P.M., except Sunday. Contact: Lucille Pedrick, executive secretary of Architectural League, CA. 5-8400.	ARCHITECTURAL LEAGUE	115 EAST 40TH STREET
Saturday December 20- December 28	MERRY XMAS LAND STAGE & CIRCUS SHOW A daily dramatized spectacle given six times daily, to make Christmas come alive for children. A child's life-size railroad by Chesapeake & Ohio RR, Elsie, Borden's live cow and her new bull son, Colleen Moore's Doll House, an Indian Village, a children's zoo by New York Zoological Society, a miniature circus, a DC-6, courtesy of American Airlines, and an 8-foot high candy castle built of lollypops and gum drops by Barricini Candy, are among the lead attractions. There'll be radio and stage talent, refreshments, and Santa Claus, of course. Admission for children, \$1.00. For adults, \$1.50. Contact: Banner & Greif, PL. 8-0535.	NAT'L CHILDREN'S EXPOSITION CORP.	GRAND CENTRAL PALACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday December 20 1:30 P.M.	CHILDREN'S PARTY Santa will be present to distribute gifts and sweets and to emcee the entertainment. Adults must be accompanied by children. Contact: Henry De Brito, LO. 5-2381, or PE. 6-5000, Ext. 211-H.	HOME FURNISHINGS CLUB	HOTEL PENNSYLVANIA CLUB ROOMS
Tuesday December 23 3:00 P.M.- 7:00 P.M. Cocktails	PRIVATE OPENING OF NEW SHOWROOMS Spring line lamps will be shown to press and trade at the opening of new showrooms by the Rite-Glo Lamp Co. Line will include decorative "Planter" lamps designed to hold plant arrangements, Federal lamps and Colonial models. Showrooms by Designs For Business, Inc. By invitation only. Publicity: Morton Sonnemann, GL. 2-7474.	RITE-GLO LAMP CO.	230 FIFTH AVENUE
On or About January 1	ANNOUNCEMENT: JURY AND RULES OF AWARDS Just before the opening of the annual Chicago and Grand Rapids Market Week opening January 5, the Museum Design Project, Inc., will state the names of the jury chosen and the rules concerning the \$50,000 awards to be given to designers and manufacturers of high-standard, low-cost furniture. This project, originated by Nelson Rockefeller and Ira A. Hirschmann, promises sizeable, suitable furniture for low-cost GI and other modern housing. More than 150 furniture stores throughout the country have joined the project to underwrite this international competition, which promises to be the subject of considerable talk at the coming Market Week. Publicity for Museum Design Project, Inc. handled by Sara Newmeyer, CI. 5-8900.	MUSEUM DESIGN PROJECT, INC.	MUSEUM OF MODERN ART, 11 W. 53RD ST.
Sunday January 4- January 9	N.Y. CURTAIN & DRAPERY SHOW Over 100 exhibitors will show their spring line curtains and draperies in booths at the Hotel New Yorker during market week. Contact: H.M. Waters, managing director of the show, Hotel New Yorker.	H. M. WATERS	HOTEL NEW YORKER
Monday January 5 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF GLASS EXHIBITION "25 Hundred Degrees Fahrenheit", an exhibit of decorative and utilitarian glass, will be previewed by the press prior to public opening Monday, January 12. Major developments in the design and manufacture of glass during the past 25 years here and abroad will be exhibited. The exhibit will be divided into two sections: 1. Technical aspects of glass manufacture and showing of utilitarian glass products including glass textiles, insulation, bricks, packaging, and electrical ware. 2. Table and decorative ware, with Designers Maurice Marinot, Maurice Heaton, Marianna von Allesch, Sidney Waugh, Edwin Halde, Lunning, Thomas Powell and others represented. Manufacturers contributing to the show are Kimble Glass Co., Owen-Illionois, Owen-Corning, Steuben Glass, Inc., Corning Pittsburgh Plate Glass, Libbey, Imperial, Tiffin, Fostoria and Blenko. Films which will be shown during the exhibit are "Looking Through Glass", "Maurice Marino at Work" and "Blow Pipes". <u>Preview by invitation only.</u> Publicity: Wayne Hodges, AL. 4-6300, Ext. 55.	MUSEUM OF ARTS AND DECORATION	COOPER UNION COOPER SQUARE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday January 5 5:15 P.M.- 7:15 P.M. Cocktails	MARKET WEEK PARTY FOR TRADE WOMEN Home Fashions League will be hostess to all women of the home furnishings industry who design, manufacture, merchandise, promote and coordinate at a champagne party. Purpose of the affair is to bring together women concerned with every phase and field of home furnishings. Price of tickets, \$5.50. Contact: Beatrice Firetag, MU. 4-1065.	HOME FASHIONS LEAGUE	SAVOY-PLAZA
Monday January 5- January 17	JANUARY HOME FURNISHINGS MART Showing of spring lines to buyers by manufacturers of furniture, floor coverings, bedding, china and glass, housewares and lamps and lightings at the semi-annual Home Furnishings market.	MANUFACTURERS OVER THE COUNTRY	AMERICAN FURNITURE MART, MERCHANDISE MART, CHICAGO
Monday January 5- January 17	FURNITURE MARKET Furniture manufacturers will show their spring lines to buyers. The fourth annual Furniture Forum and dinner will be held on the opening day in Civic Auditorium with T. H. Robsjohn-Gibbings, designer-author; Oscar Strauss, vice-president of Rich's, Atlanta, and Richardson L. Wright, editor-in-chief of House & Garden, as guest speakers. Press Day, Thursday, January 8, will include special visits to exhibits, discussions with industry leaders and an evening dinner at the Peninsular Club. Contact: Charles F. Campbell, secretary of the Grand Rapids Furniture Exposition Association, Grand Rapids, Mich.	FURNITURE EXPOSITION ASSOCIATION	GRAND RAPIDS, MICHIGAN
Monday January 12- January 16	SPOTLIGHT ON HOME FURNISHINGS "Stabilizing for Prosperity" will be the general theme of the NRDGA's 37th annual convention. Home furnishings and general appliances will be spotlighted at panel sessions such as: "The Retail Outlook for Spring", "The Manufacturer's Viewpoint", "The Retailer's Viewpoint", "The Market and Price Outlook". Leading retailers will keynote the opening general session on January 12. Over 6,000 merchants and manufacturers will exhibit their spring line. Winners of the annual retail newspaper advertising contest of the NRDGA will be announced at the convention. Publicity: Charles E. Harner, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA
Thursday January 15 4:30 P.M. Tea Cocktails	PRESS PREVIEW OF 1948 BLANKETS Next year's new blankets and throws from the Kenwood Mills (F.C. Huyck and Sons), Albany, N.Y., will be shown and demonstrated for the press. Winifred Troupe will act as hostess. Attendance by invitation only. Contact: Mrs. Happle, LO. 4-6827.	KENWOOD MILLS (F. C. HUYCK & SONS)	EMPIRE STATE BUILDING
Monday January 19- January 26	BUYER'S MARKET Exhibition of new furniture and home furnishings at the New York Furniture Exchange. Show opens at 9:00 P.M. Dealers and buyers invited. Cocktail party for the press, January 19, at 4:00 P.M. Publicity: Lou Schneider, CA. 5-1160, Ext. 61.	NEW YORK FURNITURE EXCHANGE, INC.	206 LEXINGTON AVE.